

**DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT**

B.Com Hons.

F.Y. B.Com.

Semester - 1

Business Communication- 1 COM101-BC

UNIT	CONTENT	DETAIL
1	INTRODUCTION TO COMMUNICATION SKILLS	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Definition of Communication ➤ Characteristics of Communication ➤ Process of Communication ➤ Let Us Sum Up ➤ Key words ➤ Check Your Progress ➤ Books Suggested 	
2	TYPES OF COMMUNICATION	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Types of Communication ➤ Let Us Sum Up ➤ Key words ➤ Check Your Progress ➤ Books Suggested 	
3	LEVELS OF COMMUNICATION	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Levels of Communication ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress ➤ Books Suggested 	
4	VERBAL COMMUNICATION	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Verbal Communication ➤ Oral Communication ➤ Written Communication ➤ Let Us Sum Up ➤ Key words ➤ Check Your Progress ➤ Books Suggested 	
5	NON -VERBAL COMMUNICATION	

	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Non-Verbal Communication ➤ Parts of Non- Verbal Communication ➤ Let Us Sum Up ➤ Key words ➤ Books Suggested 	
6	BARRIERS TO COMMUNICATION	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Various barriers to communication ➤ Noise ➤ Physical barrier ➤ Cultural barrier ➤ Linguistic barrier ➤ Psychological barrier ➤ Organizational barrier ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress ➤ Books Suggested 	
7	FORMAL AND INFORMAL COMMUNICATIONS	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Formal Communication ➤ Formal Written Communication ➤ Formal Oral Communication ➤ Informal Communication ➤ Informal Written Communication ➤ Informal Oral Communication ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress ➤ Books Suggested 	
8	LISTENING SKILLS	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Types of Listening ➤ Listening Vs Hearing ➤ Barriers to Listening ➤ Traits to be a good listener ➤ Let Us Sum up ➤ Key words ➤ Check your Progress ➤ Books Suggested 	
9	READING SKILLS	
	<ul style="list-style-type: none"> ➤ Objectives ➤ Introduction ➤ Types of Reading ➤ Reading Comprehension ➤ Types of Readers ➤ Reading Barriers ➤ Effective Reading Techniques 	

	<ul style="list-style-type: none"> ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress ➤ Books Suggested 	
10	BUSINESS LETTER	
	<ul style="list-style-type: none"> ➤ Objective ➤ Introduction ➤ Definition <ul style="list-style-type: none"> • Definition of Letter Writing • Appearances of Business Letter • Layout of Business Letter/Parts of Business Letters ➤ Essential qualities for Letter Writing <ul style="list-style-type: none"> • Dos for Business Letters • Don'ts of business letters ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress 	
11	ENQUIRY LETTERS & THEIR REPLIES/QUOTATION LETTERS	
	<ul style="list-style-type: none"> ➤ Objective ➤ Introduction ➤ Definition <ul style="list-style-type: none"> • Explanation of Enquiry/ Quotation Letter • Reply of an Enquiry ➤ Specimen of Enquiry Letter and Reply of an Enquiry letter ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress 	
12	ORDER LETTERS & EXECUTION OF ORDER LETTERS	
	<ul style="list-style-type: none"> ➤ Objective ➤ Introduction ➤ Definition <ul style="list-style-type: none"> • Explanation of Order Letter/ Quotation Letter • Explanation of Execution of Order Letter • Specimen of Order Letter and Execution of Order Letter ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress ➤ Books Suggested 	
13	COMPLAINT LETTER AND THEIR REPLY	
	<ul style="list-style-type: none"> ➤ Objective ➤ Introduction ➤ Definition <ul style="list-style-type: none"> • Explanation of Complaint Letter • Explanation of Adjustment Letter • Essentials things to write Complaint Letter Essential things to write Adjustment Letter ➤ Specimen of Complaint and Adjustment Letter ➤ Let Us Sum Up ➤ Key Words ➤ Check Your Progress ➤ Suggested Book 	

14	SALES LETTER	
	<ul style="list-style-type: none">➤ Objective➤ Introduction➤ Definition<ul style="list-style-type: none">• Explanation of Sales Letter• Do's of Sales Letter• Don'ts of Sales Letter➤ Specimen of Sales Letter➤ Let Us Sum Up➤ Key Words➤ Check Your Progress➤ Books Suggested	